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FACSIMILE COVER SHEET

Date: June 5, 2008	Client Number: 040225-000000US	No. Pages (including this one):

To: Examiner Olubusola Omosewo U.S. Patent Office	At Fax Number:	(571) 273-2738
	Confirmation Phone Number:	

From:

Darin Gibby

Message:

Faxed:

Return To:Connie Larson

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Important

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PTOL-413A (10-07)

Applicant Initiated Interview Request Form

Application No.: 10/803,520   First Named Applicant: Andrew Fraser

Examiner: Olubusola Omosewo   Art Unit: 2168   Status of Application: Pending

Tentative Participants:

(1) Darin J. Gibby   (2)_____

Proposed Date of Interview: June 12, 2008   Proposed Time: 11:00 AM (AM/PM)

Type of Interview Requested:

(1) [ ] Telephonic   (2) [X] Personal   .   (3) [ ] Video Conference

Exhibit To Be Shown or Demonstrated: [ ] YES   [ ] NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej.,Obj.,etc.)	Claims Fig.#s	Prior Art	Discussed	Agreed	Not Agreed
(1)_____	_____	_____	[ ]	[ ]	[ ]
(2)_____	_____	_____	[ ]	[ ]	[ ]
(3)_____	_____	_____	[ ]	[ ]	[ ]
(4)_____	_____	_____	[ ]	[ ]	[ ]

[ ] Continuation Sheet Attached

Brief Description of Arguments to be Presented:

Please see the attached presentation._____

An interview was conducted on the above-identified application on _____.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.
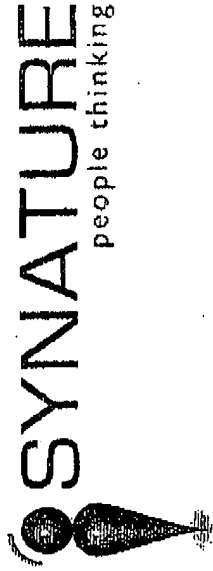
/darin j gibby/
_____
Applicant/Applicant's Representative Signature

Darin J. Gibby
_____
Typed/Printed Name of Applicant or Representative

38,464
_____
Registration Number, if applicable

_____
Examiner/SPE Signature

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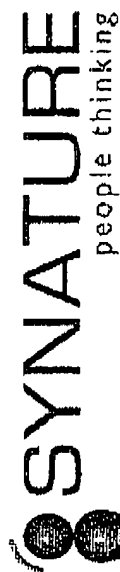
Synature Patent Application

US10/803,520

Support for Interview with US Examiner

Overview of Data Capture Interface

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Example Walkthrough with the MyTravel 'Holiday Matchmaker' demonstrating:

- Use of prompts and bipolar construct scales based on underpinning psychological theory (Personal Construct Theory)

- Use of 'micro-grids' embodied in an example implementation of the data capture interface

- Rendering of data from user rankings on bipolar scales to allow grouping of individuals, resulting in ability to report holiday destinations recommended by people who think about - construe - holidays in a similar way.
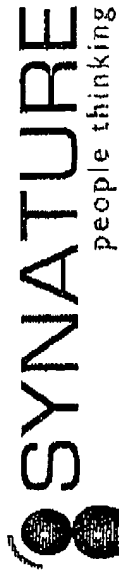
Summary reference points from application

[0012] Typically, each construct includes two distinct descriptive terms relating to things provided to customers by operators of the system. These should be perceived by the user as opposite extremes of a range of opinions about a thing. Therefore, the descriptive terms of each construct may represent contrasting opinions of the thing. A system embodying the invention typically obtains data from a user that represents a user's opinion of the thing in a range defined by the descriptive terms.

[0013] In typical embodiments, the construct is represented by visual control displayed in a graphical user interface on a computer screen. In such cases, the user can input a value representative of their opinion by adjustment of the position of the control. This provides visual feedback to the user of the value that they wish to input.

[0014] The results of the analysis may be used to provide deduce which items of information will be of interest to a particular customer.

[0015] In a typical configuration, a data management system according to any preceding claim executes on a server that communicates with a user over a network link, which will typically include the Internet. Such a system usually includes a user data input component that executes in on a remote host system. For example, the data input component may be represented in the display generated by a web browser. To further increase the versatility of the system, the data input component may be generated by an applet that is downloaded to the remote host from the server.

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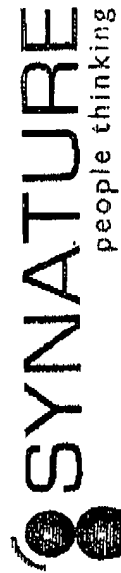
Introductory screen

This is a real implementation on a well-known holiday site in the UK.

The introductory screen introduces a 'puzzle' interface which is intended to be both fun and thought-provoking for the end-user.

There is a screen grab from the results screen to entice the user to reach the end of the puzzle and get the 'reward' of recommendations from like-minded travellers.

Holiday Matchmaker Holidays

The MyTravel Holiday Matchmaker is a fun way to find holiday destinations based on suggestions from like-minded people.

The idea is that you complete our fun little 'puzzle' – it really isn't like other surveys!

To do this just follow the instructions as you go. It should take you only a few minutes to complete and at the end you get a bunch of suggested destinations tailored to match your profile, in different categories to help you decide.

Give it a go, the results may surprise you!

Highly rated by like-minded people
1 Florida
2 Goa
3 Turkey
4 Menorca
5 Crete
6 Caribbean
7 Barbados
8 Paris
9 Bali
10 Majorca   Snow page : 1 2 3 ?? Sled

Recommended by Everybody
1 Ibiza **
2 Spain *
3 Greece
4 Tunisia #
5 Egypt *

* Indicates suggestions highly recommended by like-minded people.

Our results are presented in an easy-to-use page, like the one shown in the picture above, that allows you to see our top recommendations from people who think like you.

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Capturing demographics

Holiday Matchmaker Holidays

MY TRAVEL

Please answer these background questions before we start.

Are you | Male

Your age range | Between 40 and 49

I mostly take holidays for | The Young and Lively

On average, how many holidays do you take per year? | 0 or 1

continue

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We capture demographic data so that we can look at influences and patterns at a later time.

This is NOT part of Personal Construct Theory technique per se, but rather useful data points for multivariate analysis such as described in the influence modelling analysis or indeed the pattern recognition analysis.
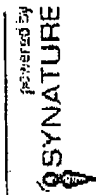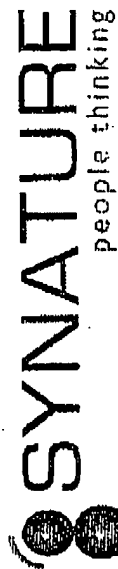
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This screen is really just used for scene setting.

We wish the user to get into the 'frame of mind' where their construal about holiday destinations will be more readily available to them.

We do this by scene setting with pictures, and then presenting thought-provoking prompts about holidays.

Note we also show a completion bar on the bottom of the screen.

Mood setting...

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Choose an inspiring image to vote.

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![SYNATURE people thinking logo]
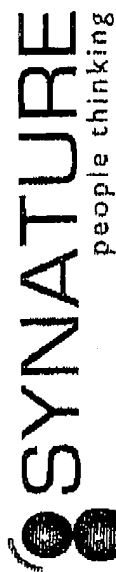
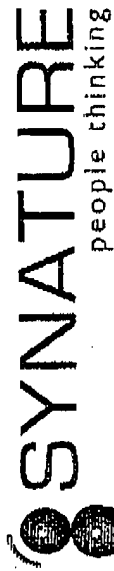# Presenting a user with the first prompt (element)
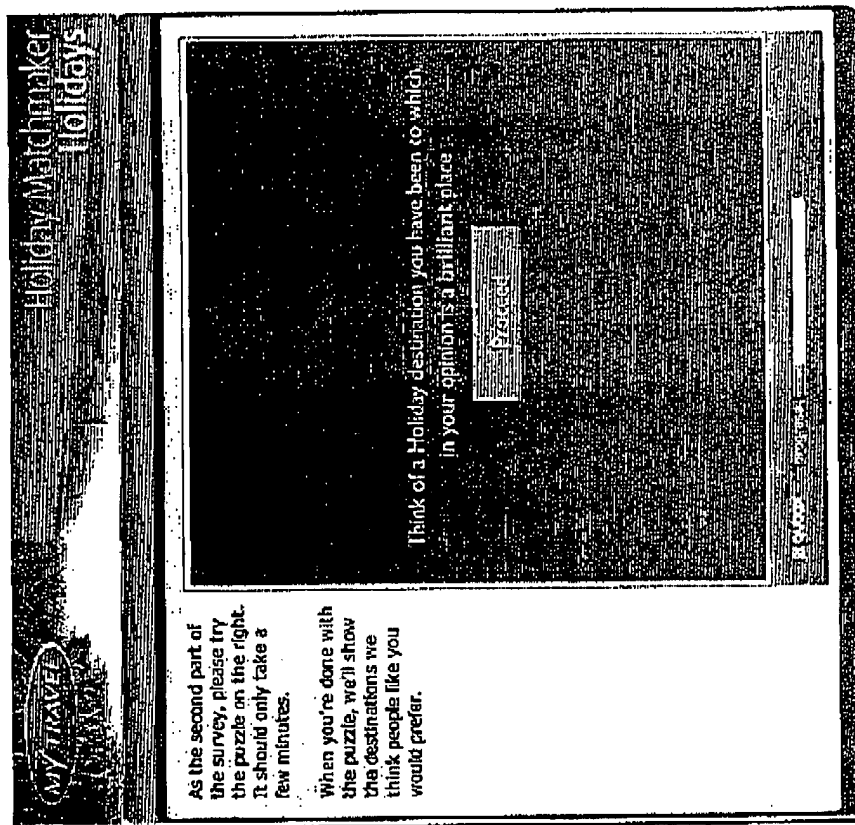
This is the first step in the presentation of a 'micro-grid' puzzle. We are going to take the user through a repertory grid that is pre-supplied with both elements and constructs.

The purpose of this is to ensure that we can analyse like-for-like grid structures.

The user is here presented with the first prompt, or 'element' (a brilliant place they have been to on holiday).

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Think of a Holiday destination you have been to which in your opinion is a brilliant place

Proceed

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Presenting the user with pre-supplied constructs

This is the second step in the presentation of a 'micro-grid' puzzle. We ask the user to choose from a selection of available bi-polar constructs which have been selected following qualitative and quantitative research.

Bi-polar constructs are the key to 'personal construct theory'.

We record which construct the user chooses first, and when they have clicked on that they are asked to assess the relative importance of each pole to them in the context of their brilliant memory of their brilliant holiday destination.

Holiday Matchmaker Holidays

MY TRAVEL

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Weather most important		Location and activity most important
Interesting	Select photos associated with that brilliant place to go	Beautiful
For people without kids		For family

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Adjustment of visual control to signify opinion

In this third step we ask the user to adjust the visual control (in this case a slider) so that it ends up at a place between the two poles (interesting<–>beautiful) that represents the user's view of the brilliant place they are thinking about.

The scale is currently a 100-point scale.

In this embodiment, the words 'interesting' and 'beautiful' get bigger or smaller depending on the relative weighting given by the user, thereby giving additional visual feedback as to their opinion.

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The next steps are for the user to choose from the remaining construct choices (all have to be ranked in order to proceed to the next prompt ('element').

So another 2 construct rankings will be carried out by the user in the same way as the slider visual control was moved in the previous slide.
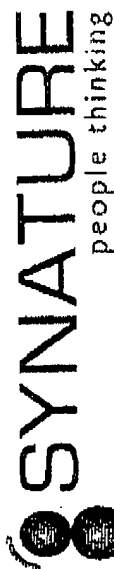
Selection of remaining construct pairs

Holiday Matchmaker Holidays

Location and activity most important

Weather most important

Select another phrase associated with destinations you'd like to go to

For family

For people without kids

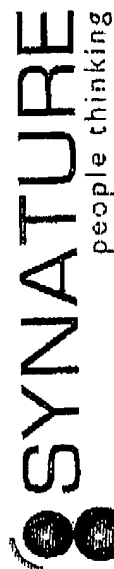As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

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In this application we have a second 'element' or prompt which will be shown to the user. *This is actually the first element of a new micro-grid, but the user need not be aware of this.*

Elements exist to prompt the user about an experience or scenario or feeling that is useful for eliciting constructs. They can be hypothetical, like this one 'your dream holiday'.

We are again using a pre-supplied element and will again pre-supply the constructs to come. These are very small ('micro') repertory grids as a result.

The next prompt...

Holiday Matchmaker Holidays

MY TRAVEL

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Think of a Holiday destination you have not been to and would love to go to because it's your dream holiday destination
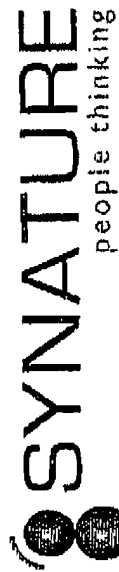
[Proceed]

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And the next set of constructs and micro-grid...

As before, we ask the user to choose from a limited supply of constructs.

Note that these constructs are different because we are now completing a second micro-grid of 1 element X 3 constructs.

We can analyse multiple grids.

Holiday Matchmaker holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Select a phrase associated with the advert. Place to go:

I'd go for the beach and the sun

I'd enjoy the restaurants and bars

I'd organise things myself

I'd go for the natural surroundings

I'd walk around seeing things

Trips and entertainment organised

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people thinking

And the visual control method again...
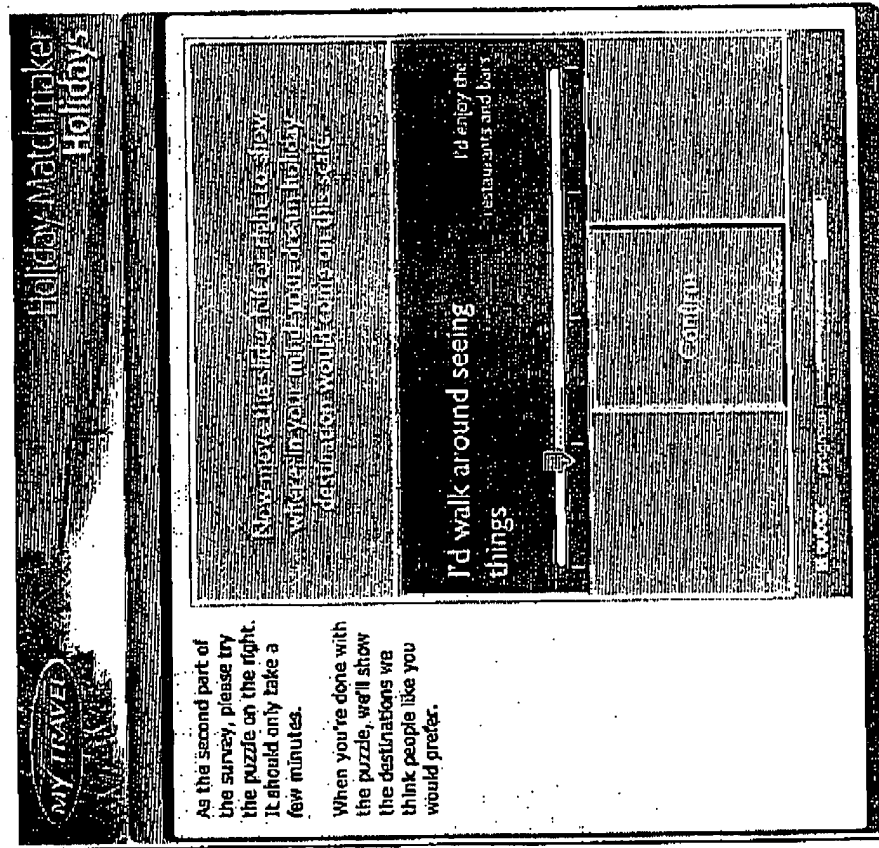
As before, the user opines about the relative weighting of the construct in relation to the prompt (this time their 'dream holiday').

Further construct choices to complete micro-grid

As in the previous micro-grid, the user has to select and rank each of the 3 constructs provided in order to complete the puzzle.

Holiday Matchmaker Holidays

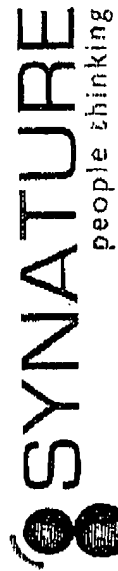As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

I'd go for the beach and the sun

I'd go for the natural surroundings

I'd organise things myself

Trips and entertainment organised

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people thinking
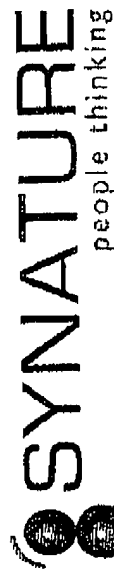
invite the user to finish, and thank them
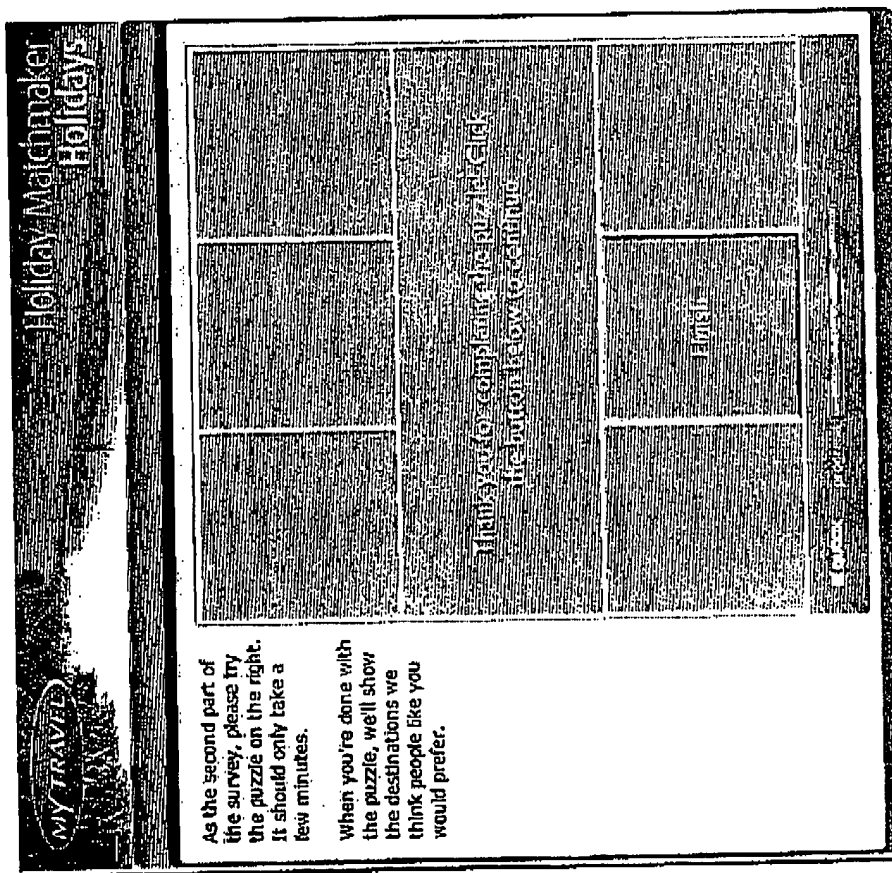
The user has now completed the two micro-grids we have asked them to go through.

The background analysis of the data will begin on clicking 'Finish'.

Specifically, we will use our data rendering techniques to assign individual 'psychological scores' ('mesh values' in the patent application) to users and then group them according to proximity of values.

Holiday Matchmaker Holidays

MY TRAVEL

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Thank you for completing our quiz / clicking the button below to continue

Finish

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people thinking
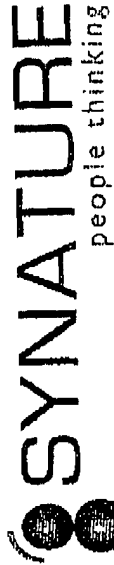
Results/recommendations from people who think like you about holidays...

Holiday Matchmaker holidays

From your answers to the puzzle we've found hundreds of like-minded people – these are their top holiday suggestions in various categories.

Click on the destination to see the MyTravel destination guide in a separate window, and click on the categories to see more recommendations.

Click here to email a friend and tell them about the Matchmaker.

Highly rated by like-minded people

1 *Las Vegas*
2 Dominican Republic
3 Kefalonia
4 Menorca
5 Goa
6 Halkidiki
7 Dubai
8 Barbados
9 Croatia
10 Madeira
Show page : 1 2 3 4 Next

Recommended by Everybody

1 Florida
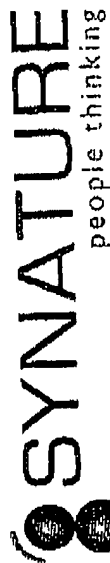2 Majorca ☆
3 Cyprus
4 Tenerife ☆☆
5 Egypt
6 Crete
7 Gran Canaria ☆
8 Costa Del Sol ☆☆
9 Lanzarote ☆☆
10 Las Vegas ☆☆
Show page : 1 2 3 4 5 Next

	Something Quirky	Dream Holidays
	3 to 5 hours away	Far and Away
Nice and Near	Couples	Young and Lively
	Families	

☆ Indicates suggestions highly recommended by like-minded people.

Indicates suggestions highly recommended by people not like you.
☆

Click here to see suggestions from people not like you

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The user is then presented with the Recommendations from like-minded people who were asked during our research their 'essential', 'quirky', 'dream' destinations.

We also provided other categories of holiday based on flight duration and the type of people recommending those places (those preferring family, young and lively, or couples).

The key is that the top list is filtered by like-minded people's recommendations and is not the same as the average recommendations provided on a non-personalised (aggregate) way.

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people thinking

Clicking on a recommendation takes you to the detail of that holiday destination…

This is the part of MyTravel's site which shows the detail of Las Vegas (the top recommended destination from people who thought like the user that just completed the micro-grid puzzle).

The user has selected Las Vegas because it is a more powerful recommendation – based on the experience, reflection and thinking of others who show similar construal about holidays – than a recommendation which is based on an averaged, non-personal recommendation – 'most popular'.

We can now, should we so wish, look at the outcome of the recommendation (clickthrough, conversion to purchase, etc) and begin our influence modelling step.

MY TRAVEL

1000s of travel deals.
Exclusive online discounts, lowest prices guaranteed

Home Sun Snow City Breaks Cruises Flights Hotels Last Minute Guides Your Booking Contact Us

Search our site [Search]

> Destinations > Las Vegas > Las Vegas

Holidays to Las Vegas
Resort Information

Overview & Hotels
Food & Drink
Maps
Photos & Virtual Tours
Sports & Activities

Your Shortlist
Getting Around
Museums & Galleries
Places to See
Weather

Excursions
Important Information
Nightlife & Entertainment
Shopping

Africa & Middle East

FAST FACTS

Flight time:
12 hours from UK

Time difference:
8 hours behind UK

Language:
English

Currency:
US Dollar

Hotel + Flight

Travelling to
Las Vegas - McCarran
From
<-- Popular Choice -->
Not selected

Departing
dd/mm/yyyy Calendar Staying for
<-- Please Choose -->

Adults 2
Children 0 (2-15 years)
Infants 0 (Under 2)

Hotel rating Show all
Board Basis Show all

[Search]

Whatever you've heard about Las Vegas, the city will still surprise you! Las Vegas is inevitably the gaming capital of the World, but it has so much more to offer, including world-class entertainment, a varied range of shops and boutiques, and natural wonders such as the Grand Canyon, all of which are within easy reach. Where else but on the amazing 'Strip' could you stroll from the land of the Pharaohs to the fairytale towers of Camelot and the big top of a giant circus. Suspend disbelief and enjoy the 24-hour buzz of this amazing place!

CASINOS The casinos of Las Vegas need little introduction but, these days, the city is so much more than the greatest gambling centre on the globe! Live entertainment covers everything from spectacular shows to world-class nightclubs and white knuckle rides.